

# ORDER



Orders	Order / Rev:	719330	WUSA	
	Alt Order #:	06358459		
	Product Desc:	OBAMA SCHED C		
	Estimate:	1904		
	Flight Dates:	10/30/12 - 11/05/12	Primary AE:	Aaron Ashe
	Original Date / Rev:	10/01/12 / 10/01/12	Sales Office:	T-WAS
	Order Type:	Political	Sales Region:	NAT
Agency	Name:	Greer Margolis Mitchell/ Pol		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		3050 K St NW	Billing Cycle:	WEEKLY
		Washington, DC 20007	Agency Commission:	15%
Advertiser	Name:	Obama/D/President		
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PL-Presidential,Political,PL-Federal	Order Separation:	00:15:00
	Priority:	P-5	Advertiser External ID:	
	Revenue Codes:	AGY, GEN, POL	Agency External ID:	

**Bill Plan**

Start Date	End Date	# Spots	Totals				
			Month	# Spots	Gross Amount	Net Amount	Rating
10/29/12	11/04/12	48	\$52,200.00	\$44,370.00			
11/05/12	11/11/12	13	\$10,200.00	\$8,670.00			

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUSA	10/30/12	11/05/12	10-11a Let's Make a Deal	CM	10-11a	MTWTF--	:30	5	\$450.00	P-2	0.00	NM	5	\$2,250.00
					Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
					Week: 10/30/12	11/05/12	MTWTF--	5	\$450.00	0.00					
E 2	WUSA	10/30/12	11/05/12	Price Is Right The Price is Right	CM	11a-12p	MTWTF--	:30	5	\$850.00	P-2	0.00	NM	5	\$4,250.00
					Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
					Week: 10/30/12	11/05/12	MTWTF--	5	\$850.00	0.00					
E 3	WUSA	10/30/12	11/05/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	MTWTF--	:30	5	\$700.00	P-2	0.00	NM	5	\$3,500.00
					Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
					Week: 10/30/12	11/05/12	MTWTF--	5	\$700.00	0.00					
E 4	WUSA	10/30/12	11/05/12	DT Soaps	CM	9a-3p (12:30 PM-3:00 PM)	MTWTF--	:30	9	\$900.00	P-2	0.00	NM	9	\$8,100.00
					Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
					Week: 10/30/12	11/05/12	MTWTF--	9	\$900.00	0.00					
E 5	WUSA	10/30/12	11/05/12	3-4p The Doctors	CM	3-4p	MTWTF--	:30	5	\$500.00	P-2	0.00	NM	5	\$2,500.00
					Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
					Week: 10/30/12	11/05/12	MTWTF--	5	\$500.00	0.00					
E 6	WUSA	10/30/12	11/05/12	4-5p Dr. Phil	CM	4-5p	MTWTF--	:30	5	\$750.00	P-2	0.00	NM	5	\$3,750.00
					Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
					Week: 10/30/12	11/05/12	MTWTF--	5	\$750.00	0.00					

Order / Rev: 719330  
Alt Order #: 06358459  
Flight Dates: 10/30/12 - 11/05/12

Advertiser: Obama/D/President  
Product Desc: OBAMA SCHED C  
Estimate: 1904

WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	WUSA	10/30/12	11/05/12	5-6a 9 News @ 5a 9News @ 5a	CM	5-6a	MTWTF--	:30	3	\$450.00	P-2	0.00	NM	3	\$1,350.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/30/12    11/05/12    MTWTF--    3    \$450.00    0.00															
E 8	WUSA	10/30/12	11/05/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	MTWTF--	:30	3	\$500.00	P-2	0.00	NM	3	\$1,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/30/12    11/05/12    MTWTF--    3    \$500.00    0.00															
E 9	WUSA	10/30/12	11/05/12	CBS This Morning CBS This Morning	CM	7-9a	MTWTF--	:30	3	\$300.00	P-2	0.00	NM	3	\$900.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/30/12    11/05/12    MTWTF--    3    \$300.00    0.00															
E 10	WUSA	10/30/12	11/05/12	9 News @ 5p 9 News @ 5p	CM	5-6p	MTWTF--	:30	3	\$700.00	P-2	0.00	NM	3	\$2,100.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/30/12    11/05/12    MTWTF--    3    \$700.00    0.00															
E 11	WUSA	10/30/12	11/05/12	9 News @ 6p 9 News @ 6p	CM	6-630p	MTWTF--	:30	3	\$900.00	P-2	0.00	NM	3	\$2,700.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/30/12    11/05/12    MTWTF--    3    \$900.00    0.00															
E 12	WUSA	10/30/12	11/05/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	MTWTF--	:30	5	\$800.00	P-2	0.00	NM	5	\$4,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/30/12    11/05/12    MTWTF--    5    \$800.00    0.00															
E 13	WUSA	10/30/12	11/05/12	Entertainment Tonight Entertainment Tonight	CM	730-8P	MTWTF--	:30	5	\$1,800.00	P-2	0.00	NM	5	\$9,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/30/12    11/05/12    MTWTF--    5    \$1,800.00    0.00															
E 14	WUSA	10/30/12	10/30/12	Tue Prime A NCIS	CM	8-9P	-T-----	:30	1	\$14,000.00	P-2	0.00	NM	1	\$14,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12    11/04/12    -T-----    1    \$14,000.00    0.00															
E 15	WUSA	11/03/12	11/03/12	Sat Prime C DO NOT USE	CM	NCAA Football Pri-----S-	-S-----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12    11/04/12    -----S-    1    \$2,500.00    0.00															
Totals														61	\$62,400.00